SEP 4 1944

FILE COPY

FASHION CALENDAR

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FRANCES HUGHES, *Editor*
6 WEST 52nd STREET NEW YORK, N. Y.
ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, SEPTEMBER 1, 1944

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Just Published	BOOKLET: "KEEPING AMERICA ON ITS TOES"	UNITED STATES RUBBER COMPANY	BRANCH SELLING OFFICES FOOTWEAR DIVISION
	An illustrated booklet including information on sizes, lasts, and rules for fitting shoes. Also, facts on the current situation on rubber for shoes and water-proof footwear, of help to stores' sales people in order to answer customers' questions. Contact: U.S. Rubber Co., Rockefeller Center.		
Now Showing	NEW COSTUME JEWELRY CORPORATION	ADELE SIMPSON, DESIGNER	MARY LEE, INC. 530 7TH AVENUE
	A new development in the coordinated merchandising at the wholesale source of cosmetics and costume jewelry to go with the new fall Mary Lee clothes. Contact: LA. 4-7626.		
Now Being Planned	INTRODUCING NEW JUNIOR COSMETIC LINE	JUDY & JILL (HORWITZ & DUBERMAN)	SHOWROOM 498 7TH AVENUE
	Opening date and details will be announced. Contact: Jack Horwitz, LO. 5-7440.		
Friday Sept. 1	A BRAND NEW TEEN-AGE MAGAZINE	"SEVENTEEN"	ALL NEWSSTANDS AND DEPARTMENT STORES
	"Seventeen", a new magazine for high school girls and the teen-age crowd, and edited by Helen Valentine, will appear in September with 88 pages of interest for young women from 13-18 years of age. "Seventeen" will talk their language...about Young Fashions, Beauty, Food, Fun, Books, Movies, Records, and People. Dr. M. F. Agha is Art Consultant; Charlotte Ware, Managing Editor; Eleanore Hillebrand, Fashion Editor; Irma Phorylles, Beauty Editor; Dorothea McEvoy, Executive Director; George Neil, Art Director; and Estelle Ellis, Promotion Director. Contact: Estelle Ellis, MU. 2-4690.		
Beginning Friday Sept. 1	FABRICS DESIGNS FOR CHILDREN	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
	An exhibit of diversified fashion fabric designs for children, created in the Textile Design Division of Traphagen. Open to public, week days 9:00 A.M.-9:00 P.M.; Saturdays until 5:00 P.M. For further information, contact: Dorothy Tyroler, CO. 5-2077.		
Saturday Sept. 2 Afternoon	INFORMAL WALK-AROUND FASHION SHOW	L. BAMBERGER & CO. NEWARK	3RD FLOOR
	A high school girls' show modeled by Bamberger's own trained sub-debs. Teen-agers and Press invited. Publicity: Nan Findlow, Market 2-1212.		
Saturday Sept. 2, Sept. 9	WEEKLY ENTERTAINMENT FOR CHILDREN	L. BAMBERGER & CO. NEWARK	4TH FLOOR
	Free variety entertainment offered on Saturdays at 10:45 and 11:30 A.M. and 12:15 P.M., to keep children amused while their parents shop. All children invited. Publicity: Nan Findlow, Market 2-1212.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING MONDAY, SEPTEMBER 4, 1944

Monday Sept. 4	NEW RADIO PROGRAM WITH PEGEEN FITZGERALD	LILY OF FRANCE CORSET COMPANY	WOR, 8:30 A.M. DAILY
Monday Sept. 4	ANNUAL FASHION AWARDS The annual Fall Fashion Exhibit at which Neiman-Marcus honors a handful of American designers. This year's awards go to Jo Copeland of Pattullo Modes; Ben King, accessories designer; Countess Mara, men's tie designer; and Brooke Cadwallader, fabric designer. Admission to this annual Fall Fashion Exhibit is only by purchase of $25 war bond.	NEIMAN-MARCUS	DALLAS, TEXAS

OPENING DATES: FALL CUSTOM-ORDER COLLECTIONS
Admission to all showings strictly by invitation

Tuesday Sept. 5 11:00 A.M.	PRESS PREVIEW: FALL & WINTER "ORIGINALS" Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	SALON 10 WEST 57TH STREET
Sept. 5 5:30 P.M.	BERGDORF GOODMAN ORIGINALS Contact: Florence Neff, PL. 3-7300.		754 FIFTH AVENUE
Sept. 6 11:00 A.M.	BONWIT TELLER'S FIRA BENENSON COLLECTION Publicity: Jo Parrish, EL. 5-6800.		721 FIFTH AVENUE
Sept. 6 3:00 P.M.	MILGRIM'S CUSTOM-ORDER ORIGINALS Publicity: Ruth Waltz, CI. 7-7200.		6 WEST 57TH STREET
Sept. 7 10:30 A.M.	HATTIE CARNEGIE'S CUSTOM-ORDER ORIGINALS Publicity: Josephine Hughes, WI. 2-2600.		42 EAST 49TH STREET

Tuesday Sept. 5- Sept. 15 11:00 A.M., 2:30 P.M.	SIX FREE SEWING SESSIONS There will be six sewing sessions at which the tailoring of suits, coats, skirts, slacks, and dresses will be given by Lucille Rivers, McCall's stylist. All invited to attend, free. Publ.: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS AND McCALL'S	EAST BUILDING 7TH FLOOR
Tuesday Sept. 5 1:00 P.M. Luncheon	NEW FALL CUSTOM-ORDER FASHIONS Fall collection of custom-order and ready-to-wear fashions. Open to public. Press by invitation. Luncheon from $1.85. Contact: Alice Orovan, EL. 5-6415. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	ALICE OROVAN (785 5TH AVE.)	ST. REGIS HOTEL ROOF GARDEN
Tuesday Sept. 5 3:00 P.M.	PRESS PREVIEW: LUXURIOUS FUR FASHIONS The annual "Pink Champagne Party" that Russeks' Wholesale Department gives to the press each year, showing the cream of fur fashions created in the design studio. Press, strictly by invitation. Publicity: Beatrice Castle, WI. 7-1900.	RUSSEKS 5TH AVENUE	8TH FLOOR
Tuesday Sept. 5	OPENING OF POST-LABOR DAY DRESS LINES	CHILDREN'S WEAR MFRS. OF COATS, DRESSES AND SPORTSWEAR	INDIVIDUAL NEW YORK SHOWROOMS

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Sept. 7	EMILY WILKINS, TEEN AGE DESIGNER, GUEST STAR	NANCY CRAIG RADIO PROGRAM (8:30 A.M.)	"WOMAN OF TOMORROW" WJZ...770 ON THE DIAL
Thursday Sept. 7 3:00 P.M.	OPENING OF MILLINERY STUDIO	DE LIL, INC.	STUDIO 26 EAST 55TH STREET
	In an artistic setting hung with paintings which serve as inspiration for her hat models, Mme. De Lil, a talented and experienced hat creator, will present a new collection of hats using the artistry, the colors, the composition, and the picturesque quality of famous paintings. Press, strictly by invitation. Contact: De Lil, Inc., PL. 9-6559.		
Thursday Sept. 7 5:00 P.M.	INFORMAL COCKTAIL PARTY AND OPENING	GEORG JENSEN	SALON 667 5TH AVENUE
	Informal cocktail party celebrating opening of new Leather Room featuring bags and accessories. Press invited. Publicity: Rosemary Sheehan, CO.5-3147.		
Friday Sept. 8 4:15 P.M.	PRESS RADIO PREVIEW	"CALLING ALL GIRLS'" CLUB OF THE AIR	PENNSYLVANIA HOTEL GEORGIAN ROOM
	To celebrate the opening of its new outlet at Gimbel's, "Calling All Girls" will preview its Teen-Age radio program already sponsored by 77 leading stores from coast to coast. Press invited to meet the actors on this "Teen-Radio" program. Contact: Betty Green, Fashion Editor of "Calling All Girls" Magazine, 52 Vanderbilt Ave., NYC. CA. 5-6810.		
Just Published Friday Sept. 8	BOOK: "IT'S FUN TO MAKE A HAT"	HELENE GARNELL & LIVERIGHT PUBL. CO.	ALL BOOKSTORES
	The secrets of millinery design expressed in a gay, light-hearted manner, in this paper or cloth covered book, written and illustrated by Helene Garnell. A concentrated course in home millinery, enabling women to make hats at home or professionally. Instructions for re-making, re-blocking, and re-trimming; how to make flower and feathered trimmings and where to buy hat materials. Publicity: Richard Plant, AS. 4-2050.		
Friday Sept. 8	EXHIBIT OF MEXICAN PRINTS	POSADA, MEXICAN ARTIST	BROOKLYN MUSEUM EASTERN PARKWAY
	Exhibit contains more than 600 prints, blocks and photographic enlargements of the artist's works which reflect a new social philosophy. Open to public and press. Contact: Brooklyn Museum, NE. 8-5000.		
Saturday Sept. 9 11:00 A.M.	BACK-TO-SCHOOL FASHION SHOW	L. BAMBERGER & CO. NEWARK	BASEMENT
	A gay showing of fashions for girls going back to school. Teen-agers and Press invited. Publicity: Nan Findlow, Market 2-1212.		
Saturday Sept. 9	TRANSFER OF PHOTOGRAPHIC CENTER TO MAIN BUILDING	MUSEUM OF MODERN ART	11 WEST 53RD STREET
	The Museum photography collection is open to the public Saturdays 10 A.M.-6 P.M.; week days, by appointment only. The response to the photography center has encouraged its present move to the 4th floor of the museum's building. Publicity: Sarah Newmeyer, CI. 5-8900.		
Week of Sept. 10	FALL STYLE SHOWINGS	STYLE EXHIBITORS, INC. & CHICAGO WASH APPAREL ASSOCIATION	MORRISON HOTEL CHICAGO, ILLINOIS
	Dresses, coats, suits, sportswear, knitwear, wash apparel and blouses.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Sept. 11- Sept. 13 1:00 P.M. Luncheon	NATIONAL RETAIL MILLINERY WEEK	MILLINERY STABILIZATION COMMISSION	PIERRE HOTEL

A series of luncheon fashion shows under the auspices of the Millinery Stabilization Commission will be held simultaneously with the appearance of the hats throughout the country. Sept. 11: Fashion Show - Exhibitors: Peg Fischer, Erik Braagaard and Laddie Northridge. Sept. 12: Fashion Show - Exhibitors: Hattie Carnegie, Walter Florell, Reine. Sept. 13: Fashion Show - Exhibitors: Lilly Dache, John Frederics, Sally Victor. Contact: Terry Levy, CH. 4-6547.

Monday Sept. 11 1:00 P.M. Luncheon	NEW FALL FASHIONS AT LUNCHEON	THE TAILORED WOMAN	ST. REGIS HOTEL ROOF GARDEN

First Fall collection of completely ensembled fashions. Open to public. Press by invitation. Luncheon from $1.85. Tailored Woman Publ.: Belle Irene Gillis, PL. 5-2500. St. Regis Publ.: Mary Alice Rice, PL. 3-4500.

Monday Sept. 11 2:30 P.M.	HOW TO DESIGN AND MAKE SLIP COVERS	R.H. MACY & CO., INC.	DECORATIVE FABRIC ROOMS...7TH FLOOR

Miss Kay Hardy, author of the book, "Beauty Treatment", will reveal ingenious decorating ideas on how to refurnish for fall. Open to Press and public. Publicity: Sue Raices, CH. 4-2000.

Monday Sept. 11 3:00 P.M.	PRESS PREVIEW: FIRST FALL SHOE FASHIONS	DELMAN SHOE SALON	BERGDORF GOODMAN 754 FIFTH AVENUE

Trend-setting collection. Attendance by invitation. Publicity: Viola Shefer, PL. 3-2117.

Monday Sept. 11 4:00 P.M.	COMPLETE COLLECTION OF CUSTOM-MADE CLOTHES	MARJORIE CASTLE	SALON 15 EAST 53RD STREET

Marjorie Castle, sophisticated and suave creator of clothes in the continental manner, is showing her first collection of custom-made originals. She carries a tradition of fine fashions from previous London, Paris and New York associations. Press, strictly by invitation. Contact: Mrs. Marjorie Castle, PL. 9-4397.

Tuesday Sept. 12 10:30 A.M.	PRESS PREVIEW: FALL AND WINTER FASHIONS	BLOOMINGDALE'S	GREEN ROOM 3RD FLOOR

A collection of suits, dinner gowns and daytime ensembles to be reviewed by invited Press. At 2:30 P.M. on same day, the presentation will be repeated for a group of invited guests. A third showing will be held on Wed., Sept. 13th, at 2:30 P.M. for the public. Publicity: Karen Hollis, VO. 5-5900.

Tuesday Sept. 12	OPEN HOUSE AT 2:30 P.M.	NATIONAL RAINWEAR MFRS. ASSOCIATION	NEW OFFICES 350 5TH AVENUE
Tuesday Sept. 12 3:00 P.M.	SPECIALTY SHOP FASHION SHOW	L. BAMBERGER & CO. NEWARK	3RD FLOOR

New Fall clothes carefully selected from the Specialty Shop. Press by invitation. Publicity: Nan Findlow, Market 2-1212.

Tuesday Sept. 12 3:00 P.M.	PRESS PREVIEW: FALL COLLECTION	MAINBOCHER	SALON 6 EAST 57TH STREET

Press, only by invitation or cards of admission. Publicity: Eleanor Lambert, PL. 5-8580.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 12 3:45 P.M.	SCHOOL-CLOTHING FASHIONS AND TEA	R.H. MACY & CO., INC. ADVANCE PATTERN CO.	PLAZA HOTEL 5TH AVE. AT 59TH ST.
	Sewing Teachers of Greater N. Y. are invited to attend this School-Clothing Fashion Show and Tea sponsored by R.H. Macy & Co.'s Fabric Center and the Advance Pattern Co. Contact: Dorothy De Groat, CH. 4-2000.		
Tuesday Sept. 12 4:30 P.M.	PRESS PREVIEW: "READY-TO-BE-WORN" CLOTHES	JAECKEL'S	8-10 EAST 57TH STREET 1ST FLOOR
	Jaeckel's newly-opened Ready-to-Wear Department, will present a sportswear collection for Fall at a cocktail party for the invited press. Publicity: Viola Shefer, PL. 3-2117.		
Wednesday Sept. 13 11:00 A.M.	PRESS PREVIEW: FALL CUSTOM MILLINERY	SAKS 5TH AVENUE	MILLINERY SALON 4TH FLOOR
	Under the direction of Gaston De Clairville, original hat designs by Tatiana du Plessix and Josephi will be shown. Press, strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.		
Wednesday Sept. 13 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	DOROTHY GRAY, LTD.	WALDORF-ASTORIA HOTEL STARLIGHT ROOF
	This fashion show will consist of costumes seen in the new Paramount movie "Frenchmen's Creek" together with Dorothy Gray's new "Frenchmen's Red" makeup inspired by this picture. Luncheon a la carte. Press by invitation. Open to public. Dorothy Gray Publicity: Helen Vogt, WI. 2-6109; Waldorf-Astoria Publicity: Ted Saucier, EL. 5-3000.		
Wednesday Sept. 13 4:00 P.M.	PRESS PREVIEW: ADVANCE FALL MERCHANDISE	STEIN & BLAINE	SALON 13-15 WEST 57TH STREET
	A fashion show and cocktail party presenting a collection of original, flattering designs for Fall and early Winter in dressy afternoon, and street clothes; also, ready-to-wear fashions stressing "youth and vivacity". Attendance, strictly by invitation. Publ.: Viola Shefer, PL.3-2117.		
Thursday Sept. 14 10:15 A.M. Breakfast	PRESS BREAKFAST FASHION SHOW	DE PINNA	650 FIFTH AVENUE 3RD FLOOR
	Special breakfast showing of smart town clothes. Also college fashions and a preview of the newly enlarged Sports Department. Press by invitation. Publicity: Dorothy Coburn, VO. 5-4800.		
Thursday Sept. 14 11:00 A.M., 12:00 P.M.	DEMONSTRATION OF PATTERN FITTING	R.H. MACY & CO., INC. AND BUTTERICK PATTERN CO.	DRESSMAKING CENTER 5TH FLOOR
	Miss Maillefert, Butterick stylist, will demonstrate the basic steps in pattern fitting: first in a series of sewing lectures and demonstrations. Open to Public and Press. Contact: Dorothy De Groat, CH. 4-2000.		
Thursday Sept. 14 1:00 P.M. Luncheon	MINIATURE MYSTERY REVIEW OF WINTER FASHIONS	GOTHAM HOSIERY CO.	PIERRE HOTEL GRAND BALLROOM
	Hosiery fashions in a review designed and directed by Lester Gaba for Gotham Hosiery Co. Press, strictly by invitation. Publicity: Eleanor Lambert, PL. 5-8580.		
Thursday Sept. 14 1:00 P.M. Luncheon	LUNCHEON-FASHION SHOW TO BENEFIT CANTEENS	AMERICAN WOMEN'S HOSPITALS RESERVE CORPS	PLAZA HOTEL BALLROOM
	A prosentation of Autumn fashions from Bonwit Teller, Saks 5th Ave., Milgrim, and Hattie Carnegie, to benefit canteens maintained by the A.W.H.R.C. Leading off the style show, Mary Martin, as "Miss Fashion" will model a composite costume chosen from the collections of the exhibitors. Prizes to holders of lucky numbers. Reservations, Plaza or A.W.H.R.C., 640 Madison Ave. Publicity: Eleanor Lambert, PL. 5-8580.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Sept. 15	SEMI-ANNUAL MARKET OPENING-COVERAGE Contact: Sam Cook Singer,	OCTOBER ISSUE WOMEN'S REPORTER WI. 7-2790.	350 5TH AVENUE
Saturday Sept. 16 11:00 A.M., 2:30 P.M.	PATTERN FASHION SHOW OF BACK-TO-SCHOOL STYLES A Simplicity Pattern's stylist will be on hand. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S AND SIMPLICITY PATTERNS Open to Press and public.	FABRIC DEPARTMENT 2ND FLOOR
Sunday Sept. 17- Sept. 23	NATIONAL DOG WEEK In New York, there will be a two-hour program on the afternoon of Sept. 20th on behalf of National Dog Week in the lower plaza of Rockefeller Center. Chairman of the event is Constance Bennett, movie star, and celebrities of stage, opera and screen will appear with their dogs. Also, there will be a demonstration of dog work, including that of war dogs.	NATIONAL DOG ASSN.	ALL OVER COUNTRY
Monday Sept. 18 1:00 P.M. Luncheon	EARLY FALL FASHION PRESENTATION Exciting, original ensembles designed by Mme. Lyolene, famous for her intricacy of line and attention to detail. Open to public. Press by invitation. Luncheon from $1.85. Contact: Mady Martell, PL. 9-4100. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.	MADY MARTELL & MME. LYOLENE	ST. REGIS HOTEL ROOF GARDEN
Monday Sept. 18 4:30 P.M.	PRESS PREVIEW: FALL FASHIONS Press strictly by invitation. Publicity: Faith Willcox, MU. 9-7000.	B. ALTMAN & CO.	CHARLESTON GARDENS 5TH FLOOR
Tuesday Sept. 19 10:30 A.M. Breakfast	"TEENTIMERS" BREAK-FAST FASHION SHOW Press preview of winning "Teentimers'" designs. The four winning costumes which have been selected after a nationwide contest sponsored by Teentimers, will be displayed under Bloomingdale's auspices. Press invited. Contact: Karen Hollis, VO. 5-5900. Teentimer Publ.: Billie Gould, WI. 7-9715.	BLOOMINGDALE'S	ST. REGIS HOTEL PENTHOUSE
Tuesday Sept. 19 4:00 P.M.	OPENING OF NEW SHOP Cocktail party and fashion show of custom-order and ready-to-wear clothes. Attendance, strictly by invitation. Publ.: Rosemary Sheehan, CO. 5-3147.	JONAI	408 PARK AVENUE
Tuesday Sept. 19 4:00 P.M.- 7:00 P.M.	PRESS OPENING: NEW MAKEUP STUDIO Eddie Senz, makeup artist for four major theatrical studios, will introduce "make-up faces", a new theory in makeup. Also "face-spacing" showing the importance of colors and new "hair-dos". Press strictly by invitation. Publicity: A. Gail, CI. 6-3795.	EDDIE SENZ	STUDIO 48 EAST 52ND STREET
Beginning Tuesday Sept. 19	FASHION ANALYSIS COURSE ADDED TO CURRICULUM A new course, under the instruction of Miss Ellen Carney Bojesen, begins on September 19th at Cooper Union as a new addition to the curriculum. All courses at Cooper Union are free. Contact: Miss Jacobson, AL. 4-6300.	COOPER UNION	COOPER SQUARE NEW YORK
Wednesday Sept. 20 1:00 P.M.	FALL FASHIONS AT LUNCHEON SHOWING First public showing of Fall costumes. Open to public. Press by invitation. Luncheon a la carte. Hattie Carnegie Publ.: Josephine Hughes, WI. 2-2600. Waldorf Astoria Publ.: Ted Saucier, EL. 5-3000.	HATTIE CARNEGIE	WALDORF ASTORIA HOTEL STAPLIGHT ROOF

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 20 3:30 P.M.	PRESS PREVIEW: NEW FALL FASHIONS	OPPENHEIM COLLINS	2ND FLOOR
	Choice collection of newest styles. Press strictly by invitation. Publicity: Ruth LeBron, WI. 7-8200.		
Beginning Wednesday Sept. 20	OPENING OF ALL SEMESTER	LABORATORY INSTITUTE OF MERCHANDISING	45 WEST 34TH STREET NEW YORK
	The Laboratory Institute of Merchandising will begin its regular course for young women interested in becoming junior executives in fashion merchandising. During the school year, the students will be given eight weeks in practical work in department stores, with pay. For further information, contact: Leona Van Cott, Registrar, CH. 4-5288.		
Wednesday Sept. 20- Nov. 19	EXHIBIT: SOVIET CHILDREN'S ART	MUSEUM OF MODERN ART	11 WEST 53RD STREET
	This exhibition has been arranged in collaboration with the Art Committee of the National Council of American-Soviet Friendship, Inc. It consists of approximately 100 watercolors and drawings by Soviet children ranging between the ages of 6-15. Open to Press and Public. Publicity: Sarah Newmeyer, CI. 5-8900.		
Thursday Sept. 21 11:00 A.M.	FASHION SHOW AND NEW FLOOR OPENING	SAKS 34TH STREET	SUIT DEPARTMENT FOURTH FLOOR
	Gala fall suit fashion show celebrating opening of the newly redecorated and re-arranged fourth floor for fashions. Press and public invited. Publicity: Florence Epstein, LA. 4-7000.		
Thursday Sept. 21 3:00 P.M.	PRESS PREVIEW: CUSTOM-ORDER FASHIONS FOR FALL	CARRIE MUNN	SALON 640 MADISON AVENUE
	A collection of exciting custom-order ensembles for day, sports and evening. Designed by Carrie Munn for her exclusive clientele. Press by invitation. Contact: Carrie Munn, EL. 5-0017.		
Thursday Sept. 21- Sept. 23	2ND ANNUAL KINGS COUNTY FAIR	ABRAHAM & STRAUS	EAST BUILDING 7TH FLOOR
	A bigger and better fair than last year, with more sections, classes, etc. $25 War Bond prizes for best entries in each of 6 sections. Cooperating with Abraham & Straus are seven prominent Gardening, Home Economics, and Furniture organizations. Publicity: Emily Adamson, TR. 5-7200.		
Saturday Sept. 22	NEWSSTAND DATE: CHARM'S HOME FURNISHINGS ISSUE		122 EAST 42ND STREET
	Contact: Miss Tucker, MU. 3-8910.		
Monday Sept. 25	RESORT, SPORTSWEAR & PLAY CLOTHES SHOWING	ASSOCIATED APPAREL MFRS. OF LOS ANGELES	LOS ANGELES CALIFORNIA
	Contact: Louis Tabak, Chairman, Associated Apparel Manufacturers, Los Angeles, California.		
Beginning Tuesday Sept. 26	12 SCHOLARSHIPS--ONE YEAR'S FREE TUITION	NEW YORK UNIVERSITY SCHOOL OF RETAILING	WASHINGTON SQUARE NEW YORK
	A dozen scholarships leading to the degree of Master of Retailing will be given to residents of New York, Westchester, New Jersey, and Nassau. Winners will be given practical work in stores at 60¢ an hour, in addition to classroom sessions. Contact: New York University, School of Retailing, Washington Square, New York.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 26 4:00 P.M.	PRESS OPENING OF NEW CHILDREN'S DEPARTMENT	GEORG JENSEN	667 5TH AVENUE 3RD FLOOR
	A Press cocktail party and Fashion Show of children's hand made dresses. Also, Jensen's famous silver jewelry. Attendance by invitation. Publicity: Rosemary Sheehan, CO. 5-3147.		
Wednesday Sept. 27 1:00 P.M. Luncheon	FALL FUR FASHION PRESENTATION	DEIN BACHER OF THE WALDORF	WALDORF ASTORIA HOTEL SERT ROOM
	A fascinating collection of fur-fashions for Fall and Winter. Open to public. Press by invitation. Luncheon a la carte. Contact: Winsome Davis, PL. 8-0221. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.		
Wednesday Sept. 27 3:30 P.M.	PRESS PREVIEW: MADE-TO-ORDER CLOTHES	ZOÉ DE SALLE	SALON 18 EAST 53RD STREET
	A presentation of 18 new Fall ensembles. Press, strictly by invitation. Contact: Zoé de Salle, PL. 3-0396.		
Around October 1	FALL DEMONSTRATION OF ARALAC	ARALAC, INC. AND McCALL PATTERN CO.	STORE PIECE GOODS DEPARTMENTS
Sunday Oct. 1	INTRODUCING: "DEVASTATING FASHIONS"	MURIEL JOHNSTONE AND ASSOCIATED MFRS.	OCT. 1-VOGUE, HARPER'S BAZAAR, TOWN & COUNTRY
	A complete, coordinated style promotion called "Devastating Fashions", created and introduced by Muriel Johnstone with the cooperation of Capri and David Crystal for fashions; Enka Rayon for fabrics; Coro for jewelry; Martin Schoen for hats; Wear-Right for gloves; and Echo for scarfs, to be sold exclusively to one store in each city. The October fashion magazines will introduce "Devastating Fashions" in their advertising and editorial sections, together with Anjou's "Devastating" perfume. Contact: Muriel Johnstone, 9 Rockefeller Plaza, CI. 5-7880.		
Tuesday Oct. 3 1:00 P.M. Luncheon	FIRST FALL MILLINERY LUNCHEON	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
	The usual dramatic Walter Florell presentation can be expected at this first Fall showing of hats to which the press is invited. Open to public. Luncheon a la carte. Walter Florell Publicity: Mr. Frederick, PL. 5-0895. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Wednesday Oct. 4 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON	THE TAILORED WOMAN	WALDORF ASTORIA HOTEL SERT ROOM
	Presenting the second collection of new Fall fashions, including dresses, suits, coats, etc. Open to Public. Press by invitation. Luncheon a la carte. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.		
Beginning Wednesday Oct. 4 1:00 P.M. Luncheon	SERIES OF WEEKLY LUNCHEON FASHION SHOWS	SUPERVISED BY VIOLA SHEFER	PIERRE HOTEL COTILLION ROOM
	Resuming regular weekly luncheon fashion shows which were abandoned when the war broke out. Viola Shefer will supervise the new series which will begin on October 4th. Sponsors of shows to be announced. Contact: Viola Shefer, PL. 3-2117.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Oct. 4- Dec. 12 7:30 P.M. 9:30 P.M.	NEW FASHION TRAINING COURSE	THE FASHION GROUP, INC.	THE BARBIZON LEXINGTON AT 63RD ST.
	The fifth annual course, called "Introduction to Careers in Fashion", sponsored by the Fashion Group, Inc., and presenting the "know how" and "how to" of fashion careers. It consists of ten two-hour sessions from 7:30-9:30 P.M. with three key speakers at each session. These include top ranking experts in every phase of fashion creation and merchandising including selling, fabrics, public relations, advertising, radio, and publications. Tuition fee for the series is $15, or $2 for each individual lecture. Early registration is suggested because of limited lecture room space. For further information, contact: Jane Ellis, CI. 7-1734.		
Thursday Oct. 5 1:00 P.M. Luncheon	BRIDAL FASHION SHOW	DE PINNA	RITZ CARLTON HOTEL OVAL ROOM
	The very latest Fall Bridal fashions from the new Bridal Salon will be featured with diamond jewels by Cartier. Open to Public. Press by invitation. Luncheon a la carte. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Monday Oct. 9 1:00 P.M. Luncheon	FALL & WINTER FASHION SHOWING OF NEW FURS	S. HARRA (17 W. 57TH ST.)	ST. REGIS HOTEL ROOF GARDEN
	Furs for daytime and evening, some of them original Harra designs. Open to public. Press by invitation. Luncheon from $1.85. Contact: Kay Merrill, VO. 6-3535. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.		
Beginning Monday Oct. 9, through November	SPRING SHOWINGS OF QUALITY LINES	NEW YORK QUALITY MANUFACTURERS	INDIVIDUAL NEW YORK SHOWROOMS
	Sportswear Guild houses are holding their showings the week of October 9th. Coat and suit showings are in the week of October 16, and better dresses are holding their openings the week of October 23. This means that out-of-town buyers will be swarming to New York from the 2nd week of October through to early November. This Fall's apparel openings are earlier than last year's in order to facilitate timely deliveries.		
Monday Oct. 9	SPRING OPENING OF DRESS AND SUIT DIV.	CHICAGO FASHION INDUSTRY	INDIVIDUAL CHICAGO SHOWROOMS
Monday Oct. 9	OPENING OF SPRING LINES	ST. LOUIS FASHION CREATORS	INDIVIDUAL ST. LOUIS SHOWROOMS
	This includes Junior and Misses' coats, suits and sportswear.		
Tuesday Oct. 10 1:00 P.M. Luncheon	LUNCHEON-FASHION SHOW	JONAI	RITZ CARLTON HOTEL OVAL ROOM
	Details later. Open to public. Press by invitation. Luncheon a la carte. Jonai Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Wednesday Oct. 11 1:00 P.M. Luncheon	TEEN-AGE FALL FASHIONS AT LUNCHEON	LANZ 5TH AVENUE	WALDORF ASTORIA HOTEL SERT ROOM
	Featuring Betty Betz Teen-age Fall ensembles...dresses, suits, coats, Mother-Daughter Fashions, and clothes for the toddler. Open to public. Press by invitation. Luncheon a la carte. Lanz Publicity: Miss Herta, PL. 3-3800. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.		

MUSIC... THEATRES... MOVIES... NIGHT SPOTS

Friday.....PREMIERE: YOUTH RUNS WILD" (Movie) PALACE THEATRE, B'WAY AT 47TH STREET
Sept. 1 An RKO picture starring Bonita Granville, Kent Smith, Jean Brooks and others. A drama of modern youth in the war era. Costumes, Edward Stevenson. Publicity: Rutgers Neilson, CO. 5-6500.

Friday.....PREMIERE: "ARSENIC & OLD LACE" (Movie) STRAND THEATRE, 47TH ST. & B'WAY
Sept. 1 A Warner Bros. picture starring Raymond Massey, Cary Grant, Priscilla Lane, Peter Lorre and Jack Carson. Adapted from the stage play. Costumes, Orry Kelly. Publicity: Eve Siegel, CI. 6-1000.

Wednesday...PREMIERE: "DOUBLE INDEMNITY" (Movie) PARAMOUNT THEATRE, TIMES SQUARE
Sept. 6 A Paramount murder-mystery about insurance, starring Fred MacMurray, Barbara Stanwyck, and Edward G. Robinson. Costumes, Edith Head. Publicity: Aileen Brenon, BR. 9-7800.

Thursday....OPENING: "THE DAY WILL COME" NATIONAL THEATRE, 208 WEST 41ST ST.
Sept. 7 Written by Leo Birinsky and produced by Harry Green who also has the lead-
8:40 P.M. ing role. Featured will be Brandon Peters, Arthur Vinton, Leo Chalzel, Michael Gorrin, and others. Settings by Frederick Fox. Publicity: Nat Dorfman, MU. 3-0858.

Thursday....PREMIERE: "MEET THE PEOPLE" (Movie) LOEW'S STATE, B'WAY AT 45TH STREET
Sept. 7 An MGM musical comedy starring Dick Powell, Lucille Ball, Bert Lahr and others. Costumes, Irene. Publicity: Herbert Crooker, BR. 9-7800.

Monday.....OPENING: "DOWN TO MIAMI" AMBASSADOR THEATRE, 215 WEST 49TH ST.
Sept. 11 A musical comedy directed by Edgar MacGregor, written by Conrad Westervelt.
8:40 P.M. Stage settings by Stewart Chaney. Publicity: Ben Friedman, WI. 7-6939.

Tuesday.....OPENING: "SKATING VANITIES" MADISON SQUARE GARDEN, 8TH AVE. AT 50TH ST.
Sept. 12 The third edition of the Roller Skating Vanities, starring Gloria Nord in a musical extravaganza on wheels, produced at a cost of $250,000. Publicity: Ross Associates, BR. 9-5906.

Tuesday.....OPENING: "STAR TIME" MAJESTIC THEATRE, 245 WEST 44TH ST.
Sept. 12 Paul Small's vaudeville-variety show starring Lou Holtz, Benny Fields, Tony
8:40 P.M. and Sally De Marco, the Berry Brothers, and other headliners. Publicity: Richard Maney, WI. 7-6939.

Thursday....PREMIERE: "MAIZIE GOES TO RENO" (Movie) LOEW'S STATE, B'WAY AT 45TH STREET
Sept. 14 An MGM comedy starring Ann Sothern and John Hodiak. Costumes, Irene. Publicity: Herbert Crooker, BR. 9-7800.

Tuesday.....OPENING: "WHILE THE SUN SHINES" LYCEUM THEATRE, 149 WEST 45TH ST.
Sept. 19 This is a social comedy directed by George S. Kaufman with Melville Cooper
8:40 P.M. and Ann Hilliard featured. Publicity: Nat Dorfman, ME. 3-0858.

Tuesday.....OPENING: "BLOOMER GIRL" BROADHURST THEATRE, 235 W. 44TH ST.
Sept. 26 This is John C. Wilson's new musical with Celeste Holm in the leading role
8:40 P.M. and a distinguished musical cast. Music by Harold Arlen, lyrics by E. Y. Harburg. Choreographer, Agnes DeMille; settings, Lemuel Ayers, and costumes, Miles White. Publicity: Willard Keefe, CI. 7-5282.

Tuesday.....OPENING: "OUR FANNY" THEATRE TO BE DECIDED
Sept. 26 A farce by Harry Segall produced by Robert Reud. Cast includes J. C. Nugent,
8:40 P.M. Marjorie Lord, John Archer, and others. Settings by Frederick Fox. Publicity: Richard Maney, WI. 7-6939.

Monday.....OPENING: "SOLDIER'S WIFE" THEATRE TO BE DECIDED
Oct. 4 The new Rose Franken comedy produced by William Meloney. Cast includes
8:40 P.M. Martha Scott, Myron McCormick, Frieda Inescot, Glenn Anders, and others. Clothes supervision, Bianca Stroock. Publicity: Fred Spooner, CI. 6-5750.

Sunday.....4-WEEK SEASON, BALLET THEATRE, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST.
Oct. 8 Publicity: Gerald Goode, PL. 3-0820.

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